

PRESENTATION GUIDELINES



These guidelines have been meticulously crafted to encapsulate our brand's essence, ensuring that every slide you create reflects our unique style and message. In this guide, we've detailed essential branding elements and have provided practical examples to help you customize this template for impactful and cohesive presentations that resonate with your audience.

Comments and/or questions about these guidelines?

> Contact us at: creativeservices@paloaltou.edu

Need a custom slide? We can handle that, too.

> Submit your request [here](#).

PRESENTATION GUIDELINES

Templates

Brand Elements

Examples & Usage

Slide Templates

PRESENTATION GUIDELINES

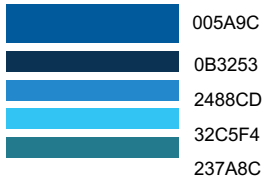
Templates

- Brand Elements
- Examples & Usage
- Slide Templates

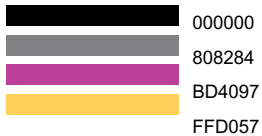
Brand Elements

Colors

Primary Palette



Accent Colors



Accent Colors/Continuing & Professional Studies



Typeface

Primary Fonts

Gotham

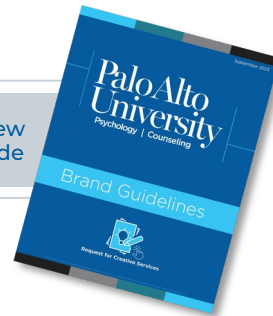
Montserrat

Arial

Accent Font

Abril Fatface

[Click to View Brand Guide](#)



PAU Logo

Primary

Palo Alto University
Psychology | Counseling

Secondary

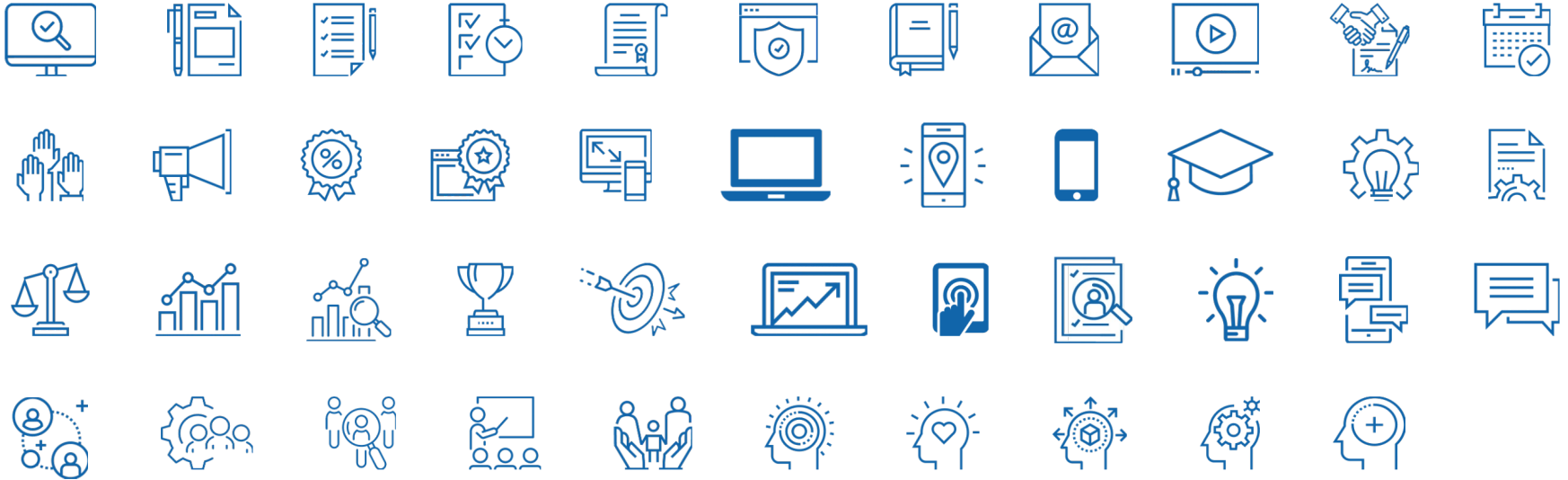
Palo Alto University
Psychology | Counseling

Palo Alto University
Psychology | Counseling

Palo Alto University
Psychology | Counseling

Brand Elements

Icon Library



Brand Elements

Photo Library



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Additional guidelines for access, folder structure and file names are outlined [here](#).

Download
Contact Sheets



PaloAltoUniversity
Psychology | Counseling

PRESENTATION GUIDELINES

Templates

Brand Elements

■ Examples & Usage

Slide Templates

Examples & Usage:

Marketing & Promotion

MAKING A CASE FOR BETTER TRAINING.

CONCEPT | Palo Alto University
CONTINUING PROFESSIONAL STUDIES

Case Studies

Our case studies provide insight into our approach for custom training program development and planning. The key steps we use include:



Step 1: Evaluate Needs



Step 2: Develop a Customized Program



Step 3: Seamless Training Experience



Step 4: Assess Performance

PhD in Counselor Education
Become a Leader in the Field of Counseling

If you're a counseling professional looking to advance your career, Palo Alto University's new PhD program in Counselor Education and Supervision is the place for you. The program, which is accepting applications for the fall 2024 term, is designed for professional counselors who are interested in becoming advanced level clinicians and supervisors, counseling program faculty, and administrators in higher education, K-12 organizations, and community agencies. This program will specifically develop your expertise in:

- Graduate-level teaching and counselor preparation
- Mental health through research
- Counseling supervision
- Organizational leadership in professional organizations, community agencies, K-12 schools, and higher education settings.

The Counselor Education and Supervision program strives to advance the counseling profession by training leaders who promote culturally affirming scholarship, supervision, advocacy, and practice. The curriculum and educational experiences, such as the innovative multiple article dissertation and internship.

CONNECT WITH US TODAY TO LEARN MORE | 800-898-6136 | admissions@paloalto.edu

INTEGRATED BEHAVIORAL HEALTH CARE INTERVENTIONS

- 1 Nurturing Emotional Well-Being Through a Comprehensive Approach
- 2 Behavior Change Wheel
- 3 Resilience, Mindfulness, and Social Belonging
- 4 Sweet Dreams: Exploring Effective Treatments for a Multisystemic Approach
- 5 A Holistic Approach
- 6 The Microbiota-Gut-Brain Axis: Implications for Mental Health
- 7 Poverty, Homelessness & Poor Health Outcomes: A Multisystemic Approach
- 8 Navigating the Complexities: Behavior & Therapeutic Interventions
- 9 The Sweet Saboteur: Sugar's Impact on Mental Health
- 10 Silent Disruptor: Sleep Apnea's Secret Influence

Palo Alto University
Psychology | Counseling

Palo Alto University Receives \$6.7 Million from State to Address California's Behavioral Health Workforce Shortage

Grants Expand Capacity for Training Social Work Professionals and Fund 50 Continuing Courses for CA County Employees

Palo Alto, CA - Palo Alto University (PAU) has been awarded two workforce development grants from the State of California totaling \$6.7 million. The grants address the significant behavioral health workforce shortage in California through the development of a program to train new social workers and by funding the education of 50 currently employed, underserved, low-income health care workers.

"Our region, state, and country are facing a crisis access to well-trained mental health professionals," said Eric Carver, President and Vice President for Academic and Student Affairs at PAU. "A priority dedicated to psychology and counseling, with these resources granted, Palo Alto University will continue to play a critical role in addressing the behavioral health workforce shortage in California and across the country by training mental health professionals, especially those from underserved communities, to those serving our resource-poor areas."

The first grant is a "Social Work Capacity Expansion Grant" in the amount of \$1.1 million from the California Department of Health Care Access and Information. The grant aims to increase the supply of staff new to the mental health workforce through the completion of new social work programs, especially programs serving low-income students in underserved counties.

The funds will support the expansion of PAU's degree offerings to include a proactive master's degree in social work, and funds will support the hiring of qualified faculty and staff to teach the development of the program.

The second award is a \$5.2 million five-year contract from the California Mental Health Services Authority to prepare and deliver 50 courses for California county employees to earn a mental health counseling degree from PAU. There will be two cohorts of county employees who will be selected from rural counties with exceptionally high rates of mental health services and from under-represented communities to support the goals of diversifying the mental health profession.

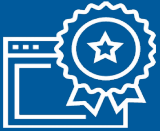
"With an unprecedented shortage of mental health professionals, California has to find innovative ways to meet the mental health needs of its residents," said Louise Hines, Chief of Assurance and Compliance Director for the California Mental Health Services Authority (CA MHS). "Palo Alto University, with its deep expertise in training psychologists and counselors, is an ideal partner in helping to expand the behavioral health workforce."

The contract will cover tuition and fees for the 50 course employees' faculty expansion as needed to maintain quality faculty/staff accreditation rates, staff to assist the administration of the program and direct.

Examples & Usage:

Marketing & Promotion

Marketing & Promotion



Customized Materials



Professional Partnerships



Technical Assistance
& Customer Care



Revenue Sharing
& Agreements



Tools & Resources



Examples & Usage:

Partnerships



Bellevue Hospital Center



LARGE MULTI-SITE ORGANIZATIONS

SINGLE-SITE FACILITIES

ACADEMIC INSTITUTIONS

PRIVATE PROVIDERS

Examples & Usage:

Title Slide



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Examples & Usage:



“Insert a quote that lends
itself to the purpose of
your ad campaign.”

Source of Quote

Examples & Usage:

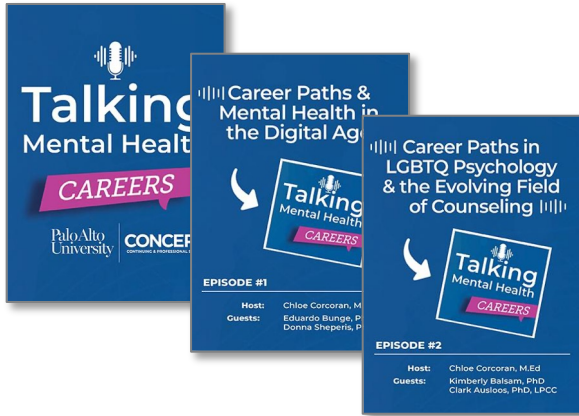
— 47% —

Insert a bold statistic that will wow your audience and show them why this campaign will work.

Source

Examples & Usage:

Content Streams



The Thoughtful Counselor

Expert-based exploration podcast episodes with learnings peppered organically throughout the topical exploration. We explore diverse topics to enrich practice from many angles as dialogues between experts and practitioners.

Talking Mental Health Careers

This podcast series explores careers in the mental health field, with a focus on new and emerging areas of practice.

Each episode will detail education, training, research, sociocultural considerations, and lived experiences of professionals who practice in various specialty areas of mental health.



Business of Practice

In the blog series, we tap into our network to share practical tips on navigating a career in this field.

We share business best practices not typically taught during grad school, so you can launch and manage your practice.



PRESENTATION GUIDELINES

Templates

Brand Elements

Examples & Usage

■ Slide Templates

Headline

Main Slide

A blue-tinted photograph of three women sitting around a table in a meeting. They are smiling and looking at each other. A laptop is open on the table in front of them. The background shows a window with a view of trees.

Table of Contents

1. Title Here
2. Title Here
3. Title Here

A photograph of three women sitting around a table in a meeting. The woman on the left is seen from the back, with long dark hair. The woman in the middle has brown hair and is smiling. The woman on the right has grey hair, wears glasses, and is also smiling. A laptop is open on the table in front of her. The background shows a window with trees outside.

Headline

Main Slide

Headline

Main Slide



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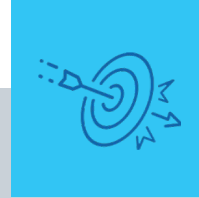
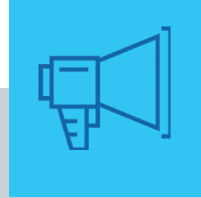
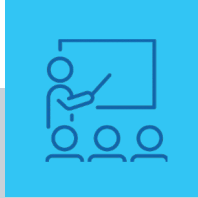
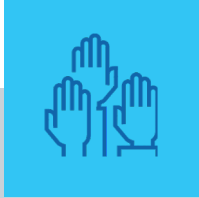
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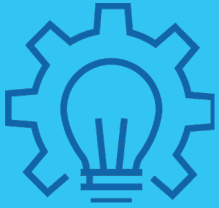
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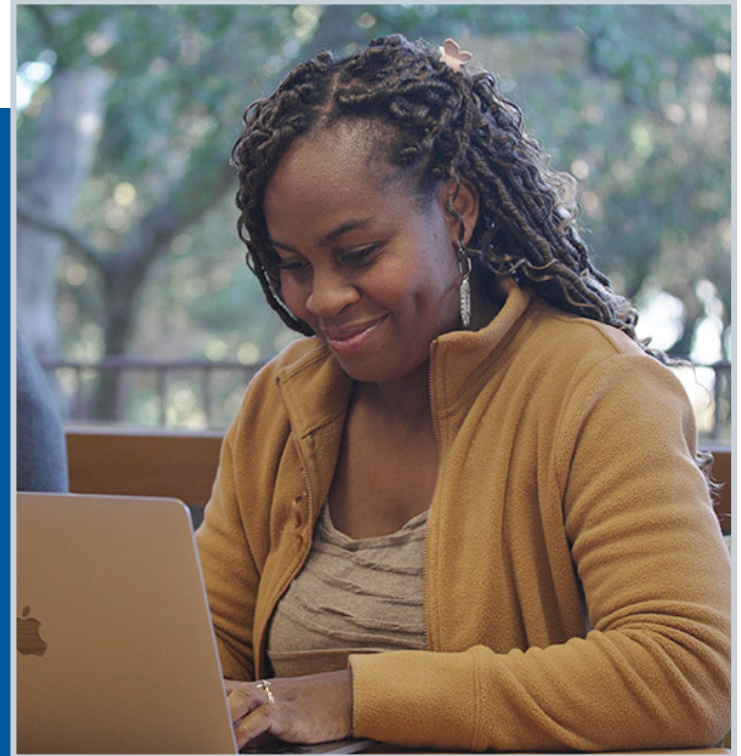


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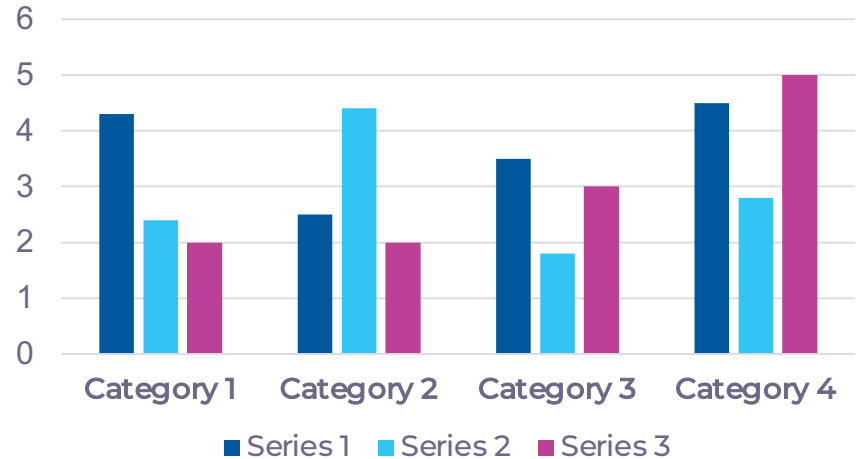
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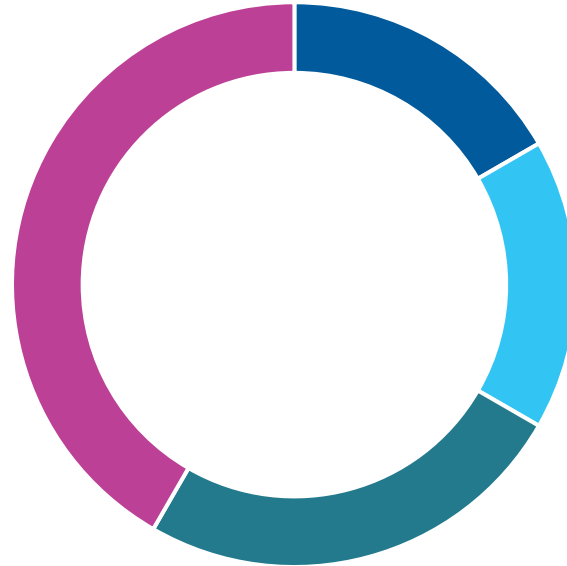


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Chart Title



■ Category 1 ■ Category 2 ■ Category 3 ■ Category 4

Title Slide

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Title Slide

- Click to add subtitle

Title Slide

- Optional text goes here

Comparison Slide

- Click to add text